

ORDER



KSNV

Orders
Order / Rev: 105142
Alt Order #: 06838587
Product Desc: AMER FOR PROSPERITY
Estimate: 464
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/03/12 / 08/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	96	\$75,075.00	\$63,813.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	96	\$75,075.00	\$63,813.75	0.00
Totals	96	\$75,075.00	\$63,813.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	37%	\$75,075.00
Market	100%	\$202,905.41

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$60,871.62
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$42,610.14
KTUD	0%	\$0.00
KVVU	10%	\$20,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,058.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/17/12	M-F 6-7a WakeUp w/Wagners	6-7a		--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$700.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$700.00		0.00						
E 2	KSNV	08/15/12	08/17/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$1,400.00		0.00						
E 3	KSNV	08/15/12	08/17/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$500.00		0.00						
E 4	KSNV	08/15/12	08/17/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$325.00		0.00						
E 5	KSNV	08/15/12	08/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$325.00		0.00						
E 6	KSNV	08/15/12	08/17/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$450.00		0.00						
E 7	KSNV	08/15/12	08/17/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$1,000.00		0.00						
E 8	KSNV	08/15/12	08/17/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$1,000.00		0.00						
E 9	KSNV	08/15/12	08/17/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$800.00		0.00						
E 10	KSNV	08/15/12	08/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,100.00	1	0.00	NM	6	\$6,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$1,100.00		0.00						
E 11	KSNV	08/15/12	08/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
TONIGH SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$425.00		0.00						
E 12	KSNV	08/18/12	08/18/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$350.00	1	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	2		\$350.00		0.00						
E 13	KSNV	08/18/12	08/18/12		CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Saturday Today Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	2		\$625.00		0.00						
E 14	KSNV	08/18/12	08/18/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	2		\$650.00		0.00						
E 15	KSNV	08/18/12	08/18/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	2		\$500.00		0.00						
E 16	KSNV	08/18/12	08/18/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	1		\$375.00		0.00						
E 17	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	1		\$1,100.00		0.00						
E 18	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S	1		\$325.00		0.00						
E 19	KSNV	08/19/12	08/19/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S	2		\$625.00		0.00						
E 20	KSNV	08/19/12	08/19/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S	1		\$3,000.00		0.00						
E 21	KSNV	08/19/12	08/19/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S	1		\$500.00		0.00						
E 23	KSNV	08/19/12	08/19/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00
NFL PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S	2		\$3,200.00		0.00						
E 24	KSNV	08/19/12	08/19/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S	1		\$1,100.00		0.00						
E 25	KSNV	08/19/12	08/19/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS IN VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S	1		\$400.00		0.00						
E 26	KSNV	08/20/12	08/21/12		CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners WAKE UP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$700.00 0.00															
E 27	KSNV	08/20/12	08/21/12	Today Show	CM	658a-9am	MT-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
Today Show TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$1,400.00 0.00															
E 28	KSNV	08/20/12	08/21/12	M-F Today Show II 3rd Hour	CM	9-10a	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
M-F Today Show II TODAY SHOW 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$500.00 0.00															
E 29	KSNV	08/20/12	08/21/12	M-F Today Show III 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
Today 4th Hour TODAY SHOW 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$325.00 0.00															
E 30	KSNV	08/20/12	08/21/12	Rachael Ray	CM	11am-12pm	MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
Rachael Ray RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 4 \$325.00 0.00															
E 31	KSNV	08/20/12	08/21/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
Dr Phil DR PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$450.00 0.00															
E 32	KSNV	08/20/12	08/21/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
M-F Early News NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 4 \$1,000.00 0.00															
E 33	KSNV	08/20/12	08/21/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
M-F Jeopardy/Wheel of Fortune JEOP/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 4 \$1,000.00 0.00															
E 34	KSNV	08/20/12	08/21/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
Face to Face w/ J.Ralston FACE TO FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$800.00 0.00															
E 35	KSNV	08/20/12	08/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
M-F News 3 at Eleven LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 4 \$1,100.00 0.00															
E 36	KSNV	08/20/12	08/21/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
Tonight Show TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 4 \$425.00 0.00															
													Totals	96	\$75,075.00